



United States
Department of
Agriculture

Animal and
Plant Health
Inspection
Service

4700 River Road
Unit 45
Riverdale, MD 20737

January 16, 2004

SUBJECT: Amendment Three (3) to Request for Proposal (RFP) APHIS-04-006
for the GIPSA Livestock and Meat Marketing Study

TO: Prospective Offerors

The above subject amendment is issued to provide changes, additional information, and instructions to prospective offerors. Proposals submitted will be in accordance with these additions and changes.

Amendment revisions are cited in Clause L.7 and Section M. Clause M.2—General Description of Evaluation Factors and Relative Order of Importance—has been added to provide an outline of the contents of the three proposals, Technical, Cost, and Business. Clause M.3 provides additional detail as to how proposals will be evaluated. Amendment changes to six paragraphs in the Performance Work Statement provide additional information to prospective offerors.

The due date of proposals has been extended to February 9, 2004.

In accordance with Item 11 of the amendment, offerors are to submit an acknowledgement of receipt of this amendment before the closing date for proposals.

Barbara L. Veres
Contracting Officer



Safeguarding American Agriculture
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An Equal Opportunity Provider and Employer

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT				1. CONTRACT ID CODE		PAGE OF PAGES	
2. AMENDMENT/MODIFICATION NO.		3. EFFECTIVE DATE		4. REQUISITION/PURCHASE REQ. NO.		5. PROJECT NO. (If applicable)	
6. ISSUED BY		CODE		7. ADMINISTERED BY (If other than Item 6)		CODE	
8. NAME AND ADDRESS OF CONTRACTOR (No., street, county, State and ZIP Code)				(X)		9A. AMENDMENT OF SOLICITATION NO.	
						9B. DATED (SEE ITEM 11)	
						10A. MODIFICATION OF CONTRACT/ORDER NO.	
						10B. DATED (SEE ITEM 11)	
CODE		FACILITY CODE					
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS							
<input type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of Offers <input type="checkbox"/> is extended, <input type="checkbox"/> is not extended. Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods: (a) By completing items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment your desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.							
12. ACCOUNTING AND APPROPRIATION DATA (If required)							
13. THIS ITEM ONLY APPLIES TO MODIFICATION OF CONTRACTS/ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.							
CHECK ONE	A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.						
	B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(b).						
	C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:						
	D. OTHER (Specify type of modification and authority)						
E. IMPORTANT: Contractor <input type="checkbox"/> is not, <input type="checkbox"/> is required to sign this document and return _____ copies to the issuing office.							
14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)							
15A. NAME AND TITLE OF SIGNER (Type or print)				16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)			
15B. CONTRACTOR/OFFEROR		15C. DATE SIGNED		16B. UNITED STATES OF AMERICA		16C. DATE SIGNED	
_____ (Signature of person authorized to sign)				_____ (Signature of Contracting Officer)			

APHIS-04-006
AMENDMENT 3
ATTACHEMENT A
(1/16/2004)

**L.7 AGAR 452.215-71 INSTRUCTIONS FOR THE PREPARATION OF
TECHNICAL AND BUSINESS PROPOSALS (SEP 1999)**

- A. General Instructions. Proposals submitted in response to this solicitation shall be furnished in the following format with the numbers of copies specified below.
1. The proposal must include a technical, business, and cost proposal. Each of the parts shall be separate and complete so that evaluation of one may be accomplished independently from evaluation of the other. The technical proposal must not contain reference to cost; however, resource information (such as data concerning labor hours and categories, materials, subcontracts, etc.) must be contained in the technical proposal so that the contractor's understanding of the statement of work may be evaluated.
 2. Offerors may, at their discretion, submit alternate proposals or proposals which deviate from the requirement; provided, that an offeror also submit a proposal for performance of the work as specified in the statement of work. Any "alternate" proposal may be considered if overall performance would be improved or not compromised and if it is in the best interest of the Government. Alternate proposals, or deviations from any Requirement of this RFP, must be clearly identified.
 3. The Government will evaluate proposals in accordance with the evaluation criteria set forth in Section M of this RFP.
 4. Offerors shall submit their proposal (s) in the following format and the quantities specified:
 - a. two copies of the completed, signed offer (Sections A through K of the solicitation package)
 - b. four copies of the technical proposal.
 - c. two copies of the business/cost.
- B. Technical Proposal Instructions. The offeror's technical proposal shall be submitted in two parts: 1) Technical Approach and 2) Key Peronnell/Experience and Qualifications.

1. Technical Approach shall address the following:
 - a. State the overall objectives and the specific accomplishments the offeror hopes to achieve, including the rationale for the plan, relating it to comparable work in progress or completed elsewhere. Provide a statement and discussion of the requirements for the study as it is understood and interpreted by the offeror.
 - b. The offeror shall propose to address all parts and produce reports for fed cattle and beef, hogs and pork, lambs and lamb meat, or some combination of the these three. If the offeror bids on more than one species of animal and meat, the offeror shall specify different methods and approaches for each species animal and meat as appropriate to examine important characteristics of marketing arrangements and institutions that are unique to each species of animal and meat. The technical proposal shall clearly identify and explain reasons for any differences or commonality in the methods to be used to address different species of animals and meat. If the offeror bids on more than one species, the technical proposal shall indicate whether the offeror is willing to accept a contract for only one species.
 - c. The offeror shall clearly identify any limitations to scope of the work to be performed (e.g., limitations with respect to types of livestock or meat or geographic regions.) Offeror shall include a statement and discussion of anticipated major difficulties and problem areas, together with recommended approaches for their resolution. If relevant, a specific statement of interpretations, qualifications, limitations, deviations, or exceptions to the scope of work shall be included. If, in opinion of the offeror, a requirement or specification of the scope of work cannot be satisfied, the offeror shall so state. In this regard, reasoning for the conclusions and suggested or recommended alternatives or compromises for tentative consideration should be furnished.
 - d. The offeror shall provide an explanation of the technical approach to be employed and a program outlined for accomplishing the objectives of the contract. The approach should be described in as much detail as necessary to fully explain the proposed technical approach or method and permit assessment of the offeror's understanding of the requirements for the work being undertaken. The offeror's technical approach shall specify all research methods the offeror proposes to use to complete the study. This shall include detailed description of economic and econometric models and hypotheses, experimental statistical or quantitative procedures and models necessary to

accomplish the specified objectives, specific data needs, and all other analytical tools and research methods.

- e. The technical proposal shall include description of data requirements differentiated according to data already available to the offeror and data to be collected for this project. The technical proposal shall identify offeror-provided data that are already owned by the offeror, and offeror-provided data that will be accumulated for the first time for this contract. The proposal shall include plans for sample design and sampling procedures, data collection including data sources, collection instruments, sampling procedures, and editing and tabulation procedures
- f. The technical proposal must identify and describe the offeror's procedures for ensuring protection of confidential data and information, including specific plans to protect data collected, used, or maintained by any consultants and/or subcontractor participants.
- g. The technical proposal must include information on how the study is to be organized, staffed, and managed. Information should be provided that identifies important component tasks and describes the offeror's plans for managing those tasks. The technical proposal must identify a management team with the ability to conduct and administer the project.
- h. The technical proposal must state whether consultant and/or subcontractor participation will be utilized. If so, the proposal must identify what tasks will be delegated to consultants and/or subcontractors, identify those participants, and describe how management and coordination of consultant and or subcontractor efforts will be accomplished.
- i. The offeror must disclose all relevant information that could give rise to an actual or potential organizational conflict of interest, as defined in Federal Acquisition Regulation (FAR) 9.5, or must certify that there are no relevant facts or circumstances that could result in actual potential conflict of interest. The offeror must explicitly identify any contracts or other relationships with firms or entities in the livestock or meat industries included in this research project, with organizations that represent such entities, or with organizations that advocate specific policies with respect to the livestock and meat industries. Offeror must describe the nature of any such relationships in sufficient detail to enable GIPSA to evaluate the likelihood of a potential, actual, or perceived conflict of interest.

- j. Offeror shall provide an outline of the phases or segments into which the proposed program can be logically divided and performed if for some substantial reason they are different from the phases or segments in the scope of work.
 - k. Information shall be provided that identifies important component tasks and describes the offeror's plans for managing those tasks. Offeror shall provide a schedule for the completion of major tasks necessary to complete required deliverables by the mandatory delivery dates specified in Section C, Performance Work Statement. Performance or delivery schedules shall be indicated in each part (4.1.A through 4.1.E), as well as for the overall study program. Schedules shall be shown in terms of elapsed calendar days from the date of authorization to proceed or, where applicable, from the date of a stated event, as for example, receipt of a required approval by the Contracting Officer.
3. Key Personnel/Experience and Qualifications information shall include the following:
- a.. Organization Experience – Organizational background, experience, and qualifications of the offeror and participants. Special notation should be made of similar or related contracts performed for the government, including documentation with Reference to the applicable contract numbers and awarding agencies.
 - b. Personnel – Personnel who will be assigned for direct work on this program. Information is required that will show the composition of the task or work group, its general qualifications, and recent experience with similar studies. Special mention shall be made of key personnel and the approximate percentage of the total time each will be available for this program. Resumes are required for Key Personnel assigned to the project including any consultants and key subcontractor employees, indicating education, background, recent experience, and specific or technical accomplishments.
 - c. Program Management – Indicate in chart and/or descriptive form how the various activities will be coordinated so as to demonstrate an awareness of organization influences on project implementation and control.
 - d. Related Activities – Describe previous or current related grants or contacts from which the investigators proposed for this project have drawn or are now drawing support. Identify program by title,

agency or organization supporting such work, and level of financial support given.

- C. Business Proposal Instructions. The business proposal shall include a cost breakdown outlining the costs associated with the performance of this contract, including general and administrative expense and profit. A detailed budget shall be provided for each component of the proposal. The budget shall include all supply, equipment, travel, and labor expenses and overhead indirect costs) for successful completion of the project, as well as other funding sources that will be used to leverage the funds requested in the proposal.

If offeror bids on more than one species of animal and meat, the budget shall include, to the extent possible, sufficient detail to identify the costs associated with completing the work on each species separately.

1. Furnish financial statements for the last two years, including an interim statement for the current year, unless previously provided to the office issuing the RFP, in which case a statement as to when and where this information was provided may be furnished instead.
2. Specify the financial capability, working capital and other resources available to perform the contract without assistance from any outside source.
3. Provide the name, location, and intercompany pricing policy for other divisions, subsidiaries, parent company, or affiliated companies that will perform work or furnish materials under this contract.
4. Past Performance information shall be included in the Business Proposal and must provide the general background, experience, and qualifications of the offeror's organization. The proposal must briefly review and summarize pertinent work already completed and/or published that is of comparable complexity and scope. Description of similar or related contracts, subcontracts, or grants should be included and contain the name of the customer, contract or grant number, dollar amount, time of performance, and the names and telephone numbers of the project officer and contracting/grants officer. Information provided shall not be over 7 years old. Three references must be provided.

- D. Cost Proposal Instructions. In addition to any other requirements for cost/pricing information required in clause FAR 52.215-20 , Requirements for Cost or Pricing Data or Information Other Than Cost of Pricing Data (OCT 1997), the following is required:

A breakout of how costs were derived. For example, the labor category and hours plus travel etc., for each deliverable specified in Section B.2 of this solicitation.

SECTION M – EVALUATION FACTORS FOR AWARD

M.1 52.252-1 SOLICITATION PROVISIONS INCORPORATED BY REFERENCE (FEB 1998)

This solicitation incorporates one or more solicitation provisions by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available. The offeror is cautioned that the listed provisions may include blocks that must be completed by the offeror and submitted with its quotation or offer. In lieu of submitting the full text of those provisions, the offeror may identify the provision by paragraph identifier and provide the appropriate information with its quotation or offer. Also, the full text of a solicitation provision may be accessed electronically at this/these address(es):

www.arnet.gov/far

M.2 GENERAL DESCRIPTION OF EVALUATION FACTORS AND RELATIVE ORDER OF IMPORTANCE

1. General Description

The evaluation factors are **A) Technical** to include 1) Technical Approach and 2) Key Personnel, **B) Business** to include 1) Financial Statements, 2) Financial Capability, 3) Affiliate Companies, 4) Past Performance, and **C) Cost**.

The findings associated with each of the evaluation factors will be presented to the Source Selection Official.

A. Technical

- 1) Technical Approach - indicates, for each offeror, the merit or excellence of the work to be performed or product to be delivered.
- 2) Key Personnel - indicates the qualifications of the proposed Key Personnel.

B. Business

- 1) Financial Statements - furnishing of offeror financial statements.
- 2) Financial Capability - indicates financial capability of company as to whether they can financially perform the work.
- 3) Affiliates - identify offeror affiliates to be involved in this effort.
- 4) Past Performance - indicates quality of goods and services provided by the offeror to the agency and other Government organizations as either a prime or subcontractor.

This factor (B. Business) is not numerically point scored.

C. Cost

Costs to be incurred by the contractor for this effort.

This factor (C. Cost) is not point scored.

2. Relative Order of Importance of Evaluation Factors

The relative order of importance of the evaluation factors (Technical, Cost, and Business) are as follows: Technical, Cost, Business. However, the closer the technical scores, the more relevant cost.

M.3 EVALUATION FACTORS

All proposals will be evaluated based upon the completeness and thoroughness of the offeror's demonstrated capabilities for performing the activities outlined in Attachment A, Performance Work Statement and Information provided in Section L.7 entitled, Technical which has two parts: 1) Technical Approach and 2) Key Personnel, Business, and Cost.

I. Technical Proposal

The proposals will also be evaluated in accordance with the weighted criteria listed below.

A. Technical Approach – Weight 70%

Under this element, the Government will evaluate the offeror's understanding of the scope of work, project analysis, quality of the technical approach proposed to accomplish the objectives of the solicitation. The Government will evaluate the offeror's understanding of the project by rating the approach provided. The approach should explain how the offeror plans to achieve the objectives in the performance work statement. Therefore, the quality of the approach, proposed methods and techniques and the feasibility of data collection plan will be evaluated.

B. Key Personnel – Weight 30%

Under this element, the Government will evaluate the technical capability and experience of the proposed key personnel. The Government will evaluate how well the offeror demonstrates that the proposed Key Personnel have the necessary organizational experience, skills, and knowledge to accomplish work in the PWS, and to what extent the resumes of the individuals proposed demonstrate education and experience related to the requirements of the PWS. Personnel will be evaluated on education by degrees attained in economics, statistics, business management, and other related disciplines. Evaluation of experience will be based on evidence of successful work addressing issues related to the objectives in the PWS, such as scientific publications, scientific presentations, and past successful grant or contract work.

Organizational experience, skills, and commitment will be evaluated based on tenure with the organization, employment status, rank, project management, progression of increased job responsibility, and scope of responsibility.

Commitment to this contract will be part of the evaluation. Therefore, this element will also evaluate the extent of the proposed personnel commitment and whether each proposed key personnel has signed a letter of commitment: whether or not they currently work for the offeror; if the letter indicates the date of availability and how long the commitment is binding; and if deficiencies in the resumes are justified by compensating factors. Additionally, the offeror will be evaluated on the categories identified and the qualifications of the personnel named.

In addition to be above, personnel will be evaluated on such standards as: match of experience/education to the solicitation qualifications, progression of increased job knowledge/responsibility and scope of responsibility. Each person's education will be judged against the requirements stated in the Key Personnel discussion above. Pertinent advanced education will also be taken into account.

II. Business Proposal

Financial Statements/Capability – Offeror's organizational financial statements will be evaluated to determine if the offeror is financially capable of performing the work for this study.

Financial statements of affiliates, if affiliates are involved in the work for this effort, will be evaluated to determine financial capability or past performance. Past Performance references for work involving studies of comparable complexity and scope will be contacted.

The evaluation will determine if each offeror's record of past performance has consistently demonstrated an ability and commitment to complete sound research and analysis, and history of timely completion of working according to promised schedules. The evaluation will assess the quality of the offeror's past performance, and determine each offeror's probability of success on the project based upon the offeror's past performance. In investigating an offeror's past performance, the Government may also consider information from sources, other than the 3 provided, that provide means for evaluating the offeror's research credentials and professional standing. If necessary, the Contracting Officer will contact offerors and provide them with an opportunity to address significantly unfavorable reports of past performance, if the offeror has not had a previous opportunity to review the rating. Successful past performance directly relating to the issues and subject matter area of this solicitation would tend to result in a higher rating than work in unrelated areas, but a proposal will not be eliminated solely due to lack of performance history relating to this solicitation.

New organizations, as a result of submitting an offer for this particular requirement, will be given a neutral (satisfactory) score, should no past performance for the offeror be available.

III. Cost Proposal

Cost and price will be evaluated to establish:

1. Realism

The realism of the proposed cost/price: e.g., variance (if any) between proposed rates and actual projected rates for direct and indirect costs.

2. Probable Cost

Probable cost to the Government, including any improvements required by the Government.

M.4 BASIS OF AWARD

Offerors will be evaluated on the merits of the proposed research methods, data requirements, completeness of the technical proposals, and offeror's capabilities as described in the proposal. The Government will make award to the offeror whose offer conforms to solicitation requirements and represents the best value, technical approach, cost or price and other related factors such those required in the business proposal.

For this evaluation, award may be made to other than the lowest priced reasonable offeror. Technical quality will be determined in part by the background, education, and experience of key personnel designated by the offeror to work on this project.

Primary consideration will be given to the evaluation of the technical proposals rather than cost/price or business considerations. However, cost and business considerations will not be disregarded. Cost and business considerations will not be given a percentage ranking, but as a result of the evaluation, but will be used to decide which offer presents the best value. The closer the technical percentages received, the more important cost will become, and thus could be the deciding factor when percentages are close.

Costs will be evaluated on the basis of cost realism, which is defined as the offeror's ability to project costs that are reasonable and indicate that the offeror understands the nature and extent of the work to be performed. The determination of cost realism is the process of independently reviewing and evaluating specific elements of each offeror's proposed costs to determine whether the estimated proposal costs are realistic for the work performed, reflect a clear understanding of the requirements contained within the business proposal, and are consistent with the offeror's technical proposal.

The Government reserves the right to make multiple awards.

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AMENDMENT 3
ATTACHMENT B
(1/16/2004)

The following paragraphs of the Performance Work Statement are changed to read as indicated:

4.4 Offeror shall collect and process all necessary data. Contractor may collect data under the mandatory authorities of the Packers and Stockyards Act. GIPSA will need to make the formal requests for data obtained under the Packers and Stockyards Act. GIPSA will cooperate with the Contractor to facilitate collection of data that may be available under the authorities of the Packers and Stockyards Act. Data from firms that are not subject to the Packers and Stockyards Act will need to be obtained through the Contractor's voluntary data collection efforts. All data collection will be subject to provisions of the Paperwork Reduction Act. Contractor is responsible for complying with the necessary procedures to obtain approval from the Office of Management and Budget (OMB) for data collection, including preparation of necessary documentation.

Data collection plans will be subject to peer review, and to approval by OMB. Data collection plans shall include research methods. COR shall clear all data collection packages prior to submission to OMB. It may take up to 6 months to obtain OMB approval for data collection.

7.1 All information produced from this study will be the property of GIPSA. The Contractor shall provide unlimited rights to the Government to all data (including raw data and data modified for analyses and modeling) and information produced, delivered, or otherwise used under this contract. The Contractor shall be responsible for properly protecting from unauthorized use, disclosure, or release all information used, gathered, or developed as a result of the work under this contract. Beyond protecting all Government and industry information and data designated as CONFIDENTIAL and/or PROPRIETARY, the Contractor shall also protect all undesignated Government or industry information, data, equipment, etc., by treating these as CONFIDENTIAL. All persons who will have access to the data for the study must be approved by GIPSA and will be required to sign a non-disclosure agreement. Contractor shall identify all individuals who will have access to confidential data in any form.

7.4 If information to be utilized is subject to the Privacy Act of 1974, the Contractor will follow the rules and procedures of disclosure set forth in the Privacy Act of 1974, 5 U.S.C. 552a, and implementing regulations and policies, with respect to systems of records determined to be subject to the Privacy Act.

8.0 ACCESSIBILITY REQUIREMENTS

The methodology and documentation developed by the Contractor shall conform to the accessibility standards as required under Section 508 of the Rehabilitation Act of 1973, 29 USC S94d. For more information, go to www.section508.gov.

9.1 (The paragraphs preceding the one below in 9.1 are unchanged.)

The COR shall review each Quarterly Progress Report to approve or disapprove the current status of work on the project as reflected in the report. Disapproval may be due to inadequate reporting, failure to maintain progress according to the timeline, or to other deficiencies in conduct of the project. If disapproved, the Contracting Officer shall, within seven (7) working days following such disapproval, convene a conference of the Contractor, the Contracting Officer, the COR, and other parties as designated by the Contracting Officer, to discuss and resolve project deficiencies.

9.4 Submission of Final Project Reports: The Contractor shall incorporate GIPSA's reviewers' comments, or provide written comments justifying not making changes in response to the comments, and deliver 3 copies of the each Final Project Report to the COR no later than the date cited for each Final Project Report in Paragraph 10.2 below. Contractor shall also deliver electronic versions of each report, in Microsoft Word, version 7.0 (or higher), or in another format as may be mutually agreed. After the final reports are accepted as final by GIPSA and all data have been returned to GIPSA as described in Paragraph 9.6 below, the Contractor will be considered as having completed the terms of the contract, except the confidentiality and information release provisions, which remain in effect indefinitely.